

## Set 2

## InfoSheet 2.2

# Recruitment and Selection Advertising and Publicity

**Volunteer recruitment needs to be carefully thought out. Follow these steps to boost your results:**

1. Design coherent volunteer task outlines with well-defined duties. Unless volunteer opportunities are well thought out and clearly tied to your aims and objectives, you'll have an uphill climb with today's volunteers who are looking for meaningful work. Decide what you want to accomplish in your organisation, and then see what you need to make it a reality. Identify how volunteers can help you achieve that goal.
2. Put in place the systems and tools you need to bring volunteers into your organisation quickly. Think about how you will aim to include a wide section of your community including people from black and minority ethnic groups. Think too how you can involve volunteers with disabilities or extra support needs. When volunteers respond to your recruitment adverts, make sure they get their questions answered right away, get interviewed and trained immediately and get placed as soon as they're ready. More volunteers are lost through neglect or poor "customer service" than any other problem. Begin to recruit only after you've done all these things.
3. Imagine your ideal volunteer but shift your focus entirely away from what you need. Instead, find out what the prospective volunteer wants and is interested in. You'll really need to 'sell' your opportunity - like it or not, you must compete! (see Infosheet 2.1).
4. When composing your adverts, be upbeat and informative. Use the word "want" instead of "need." And never use any form of the word "desperate." The medium you use will depend on your potential volunteers, but your message is far more important than how you get it out.

**Here are some ideas to help you with advertising and publicity:**

- Community newsletters
- Paid adverts
- Free adverts in the volunteering section of your local newspaper/s
- Word of mouth
- Human interest stories on your volunteering opportunities in print or broadcast media
- School newspapers
- Employee newsletters
- Bulletins to churches, mosques, temples and other places of worship
- Other "speciality" publications
- Radio and TV adverts
- TV "People Helper" type features
- Local TV or radio "volunteer-a-thon"
- Celebrity spokespersons
- Posters on community bulletin boards, at library, grocery stores, community centres, GP surgeries, etc.
- College campuses and running a stand at 'Freshers Week'
- Get "on line" – use the Timebank and Do-it websites to advertise opportunities.
- "Bring a Friend" social events for current volunteers

- Open days
- Short, upbeat talks at community or professional organisation meetings
- Public talks on your area of service
- Public recognition of your volunteers
- Volunteer fairs
- Partner with other agencies for publicity during Volunteer's Week
- A stall at community events/fairs
- Recruitment services through Volunteer Bureaux, CVS, etc
- Community education classes related to your particular client base or services
- Articles in your organisation's newsletter
- Enclosure or "mention" in your fund raising literature
- Special announcements at your fund raising events
- A web page of your own

### **Local Contacts for Volunteer Recruitment**

A list is provided in the Useful Contacts List (see Appendix VI)

For information about Volunteers' Week contact the Volunteering England (see Appendix V).